

SUMMIT COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	36,871	38,412	39,951	4.0%	10
Total Non-Ag Employment	20,622	21,944	22,732	3.6%	7
Non-Ag Avg Monthly Wage	\$2,574	\$2,786	2,754	-1.1%	12
Per Capita Income	\$54,347	\$60,411	60,233	-0.3%	1
Unemployment Rate*	2.8%	2.5%	3.2%	28.0%	22
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$469.8	\$529.8	\$569.3	7.5%	3
Travel & Tourism Related Employment**	6,664	5,681	6,061	6.7%	5
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$13.3	\$50.5	\$54.3	7.5%	3
Transient Room Tax	\$4,601.3	\$5,001.5	\$5,546.4	10.9%	2
Restaurant Tax	\$1,518.8	\$1,661.3	\$1,686.7	1.5%	6
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$1,271.5	\$1,350.0	\$1,317.0	-2.4%	7
REGIONAL VISITATION COUNTS					
Echo Welcome Center	133,809	132,656	117,496	-11.4%	
S.L. Int'l. Airport Passengers	21,557,646	22,045,233	20,790,400	-5.7%	
Skier Days at Utah Resorts	4,062,188	4,082,094	4,249,190	4.1%	
Wasatch Mountain S.P.	412,283	452,871	312,173	-31.1%	
Deer Creek S.P.	355,003	326,038	260,299	-20.2%	
Jordanelle S.P. (2 Locations)	198,592	310,348	296,781	-4.4%	
Rockport S.P.	117,683	127,832	135,937	6.3%	
East Canyon S.P.	95,543	98,010	79,731	-18.7%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

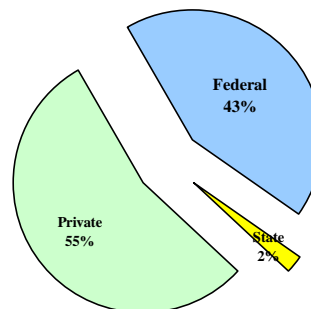
Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	1,197,985	100.0%
Federal Government	517,466	43.2%
BLM	673	0.1%
US Forest Service	516,793	43.1%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	26,582	2.2%
Utah State Parks & Recreation	768	0.1%
Utah State Wildlife Reserves	17,147	1.4%
State Trust Lands	8,667	0.7%
Other ••	--	--
American Indian	--	--
Private*	655,782	54.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Summit County Tourism Profile

